

## **BLACKSBURG MUSEUM**

### **General Museum Committee Report**

Blacksburg Town Council appointed the Blacksburg Museum Committee in June 2003. This initial year has entailed extensive planning, development of policies and procedure, considerable education of Committee members, beginning fund-raising initiatives and numerous outreach events. Also a marketing presence was designed to involve the larger citizen community. The Committee extends its thanks and appreciation for the support provided by Town Council, administration, and staff.

While our goals for the future of the Blacksburg Museum are ambitious, this start-up year has laid the foundation for the highest of expectations to be met. The many accomplishments of this year are set forth below.

### **Planning**

A Business Plan was adopted by the Committee.

- *The Mission:* To establish and inform a sense of place and time for Blacksburg citizens and visitors.
- *Our Vision*
  - To preserve important artifacts, present education programs and offer purposeful exhibits.
  - Establish liaisons with volunteers, historic/preservation groups, educational institutions and other community organizations.
  - The Blacksburg Museum will represent the significance of our past, potential of the present and visions of a future Blacksburg in a way that attracts attention, is culturally informative and entertaining.

The following sub-committees were established:

- Collections
- Development (Fund-raising and community relations)
- Exhibits
- Membership (Manages Blacksburg Museum Society initiatives)

### **Policy And Procedure Development**

- Adopted Bylaws
- Adopted a Collections Management Policy
- Adopted a Financial Policy that outlines the funding efforts for the Museum and the Restoration of the Alexander Black House
- Created a marketing presence with a new logo and website

### **Blacksburg Museum Society**

The Blacksburg Museum Society was among the earliest initiatives the Committee undertook, rolling out memberships in August 2003 at Steppin' Out. The Museum Society is an important source of volunteers and financial support in implementing the goals of the Blacksburg Museum Committee. As of June 30, 2004, there were 47 members at varying contribution levels and five Lifetime members.

### **Fund-Raising Initiatives**

- *Museum Operations*
  - Blacksburg Museum Society memberships
  - Proceeds from the sale of parking spaces during football season at the Harrell Street parking lot
  - Old Town Hall parking meters
  - Fund Balance
  - Interest Earned

**Balance as of June 30, 2004: \$12,900.25**
- *Museum Endowment*
  - Lifetime Memberships
  - Interest Earned

**Balance as of June 30, 2004: \$12,633.05**
- *Black House Restoration*
  - Sales of books and Black House Promotional Items
  - Direct donations
  - Interest Earned

**Balance as of June 30, 2004: \$21,122.01**

In addition, the Town of Blacksburg has allocated approximately \$400,000 for the restoration of the Black House. The Museum Committee intends to develop a fund-raising plan once Archetype develops a timeline with cost estimates for restoration.

### **Exhibits**

With the cooperation of the Montgomery Museum, the Blacksburg Museum unveiled its first exhibit, *Blacksburg, What's in a Name? Celebrating the Future of our Past*. An opening reception was held on April 2, 2004, with over 50 people in attendance. The exhibit was on display until the end of October 2004 at the Montgomery Museum and Lewis Miller Regional Art Center, and then moved temporarily to the lobby of the Municipal Building at 300 South Main Street. Future locations for the exhibit are being considered.

### **Community Outreach Events**

- August 2003: Hosted a museum information booth at Steppin' Out
- December 2003: Participated in the Town's Holiday Parade with a Victorian horse drawn carriage
- December 2003: Planned and publicized a Holiday Reception at the University Club, however, it was cancelled due to inclement weather
- Established, in partnership with Historic Smithfield Plantation, a lecture series for 2004. Hundreds of citizens attended the lectures and created a great deal of interest in museum activities.
- Distributed flyers in many of the National Bank of Blacksburg statement mailings informing people about season passes for Virginia Tech football games and the historic lecture series.

### **General Museum Activities**

- Produced periodic electronic newsletters regarding the Blacksburg Museum, with plans to publish quarterly in the next fiscal year
- Committee members toured local museums
- Created an option for people to sign up to receive Museum news through Blacksburg Alert
- Provided input to the Town committee working with restoration architects

- Contributed to articles in the New River Current and the News Messenger about the Museum Committee, the restoration of the Black House and new Museum Coordinator.

### **Administration**

- Several members of the Museum Committee assisted the Community Relations Manager with interviewing for the part time Museum Coordinator position. Amy Bunch was hired in this capacity, and served the Museum well for approximately six months until she moved on to another position. Following this, Town Council decided to advance the Museum Coordinator position to full time. At the time of this report, the full time Museum Coordinator position was being advertised.

### **Closing**

The Blacksburg Museum Committee is presently identifying specific goals and action plans for the 2004-2005 year that support the vision established and looks forward to another year of substantial accomplishment.

### **Committee Members**

Lynn Martin, Chair  
Mike Rosenzweig, Vice Chair  
Hugh Campbell  
Paul Farrier  
Bill Green  
David Hicks

Charles Johnson  
Barbara Michelson  
Kay Moody  
Frances Parsons  
Tom Sherman  
Joann Sutphin

### **Town Staff to the Museum Committee during fiscal year 2003-2004 included:**

Heather Browning, Community Relations Manager  
Dan McKinney, Comprehensive Planner  
Amy Bunch, Interim Museum Coordinator